LEO BURNETT COMPANY, *Inc.*
Ad No. 116—Reg. No. 65070—1 col. x 150 Lines—B/W—Test Market Newspapers, 1969 (A)
Printed in U.S.A.

Pipe overheated?

Cool it with

Old Delft

Pipes don't overheat pipes: tobacco does. But Old Delft doesn't because of its new crew cut: the Short Strand Cavendish. Burns longer, slower, and therefore, cooler. The aged, mild Virginia tobaccos in Old Delft make for a cooler taste, too. Put Old Delft in your pipe and cool it. It's that simple.

Source: https://www.industrydocuments.ucsf.edu/docs/yydv0004
2061033256